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The Book of Heritage Vs Tourism

International Point of View – Volume 2

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3. *Chapter: MEMORY OF SPACE AND PLACE TOURISM AS FACTOR OF LIFE OR DEATH OF CITIES*

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Abstract:

The memory of space and place are reflected in our experience. Tourism is currently an uncontrollable mobility factor - whether human, identities, cultures, meanings, information, finance and objects - that cause changes and changes in space and place.

Gaston Bachelard (1964), Edward Casey (2000) as philosophers and phenomenologist have also traced this powerful connection between memory and place. The work of Jane Jacobs (2001) is essential in this reading. Yi-Fu Tuan (2001) had a different approach and suggests that memorable architecture should strengthen our memories, enhance the self, and provide layers of meaning to a space.

The purpose of this article is to understanding the spatial relationships and tensions between them, and how tourism can be a factor of life or death in the cities. How dynamics allows us to gain important insights into the processes that shape the spaces and

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places, without losing the original identity. This article will treat conceptual aspects that relate to the theme, bringing to this context the concepts of space and place.

Key Words: (Space, Place, Tourism)

Introduction

One of the first expectations of the tourists is the possibility to visit new cultures and places. Nowadays, the tourism is a very important factor of global economy, but is important to emphasize the consequences and the impact that it can improve to the cities and his population.

The purpose of this article is to understanding the spatial relationships and tensions between space and place, and how tourism can be a factor of life or death in the cities. How dynamics allows us to gain important insights into the processes that shape the spaces and places, without losing the original identity.

To be able to explore the theme it is important to bringing to this context the concepts of space and place, related to memory.

Space and Place

In the early 'definitions of space and place' were widely discussed by geographers, phenomenologists and philosophers. Gaston Bachelard (1964) asserts a connection between psychological terms and architecture for human spaces. During the 70's geographers, as Yi-Fu Tuan, Edward Relph, among others, opened the search around the place. Relph (1976) considers the complexity of a place can be understood through various levels of human interactions with space, a multi-faceted human experience. A few years before, Yi-Fu Tuan ([1974] 2005) took a different approach and suggests that the memorable architecture should strengthen our memories, improve yourself, and provide layers of meaning to a space. Later, Edward Casey (2000) also drew this powerful connection between memory and place. Reading Jane Jacobs ([1961] 2001) is essential to draw attention to factors that may influence the death or life of cities. In its analysis, the diversity and complexity are the key words to the success of each city. We can say that

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the city, after Jane Jacobs is humanized. Moreover, Norberg-Schulz (1980) assumes that the place is more than one location, which has material substance, shape, texture and color.

After these previous authors, are considered four important points of view for the characterization of space and place. Location: It is subjective and relational, and generates affective response; People are located in space, but act in a place; A space is what it is, but a place is how it is used; Place, no space, shapes the appropriate behavior.

This characterization opens the field of research and then comes the next concept. The spirit of the place must always be understood in holistic perspectives, which intertwine the cultural, social, economic and environmental elements. This condition is considered essential for the preservation of the identity of communities and how it should be transmitted generation to generation (Rifaoglu and Neriman, 2008; ICOMOS, 2008b).

Furthermore, it is important to contextualize the preservation of cultural heritage within the areas of sustainable development and urban planning of conservation and preservation. In the preservation and conservation of cultural and historical sites are not limited to the built heritage, but also the protection of social function of the heritage and its cultural representation in space (Nasser, 2003).

In the preservation of cultural heritage, the place is understood from the perspective of the relationship between humans and the natural environment or operated upon by humans, integrating memory and identifying a particular community in a particular place (Seamon, 2011; ICOMOS, 2008a).



Fig.1 - The spirit of Place

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Thus, place and spirit resulting from the combination of three elements: identity, territory and memory. Identity is the set of characteristics of a person or a community that defines who we are and what we are not. Territory is the recognition of the place where we were born and live. Memory is the way we remember our past. The relationships between these three elements appear in community building, which is considered the essential environment for the inter-relationship of each human being.

Tourism as factor of life or death of cities

In part this unbridled demand to know more places and be able to create personal memory is leading to an exponential increase in tourism worldwide. Associated with current ease of travel (land, air and sea): translates into tourism accessible to a wider number of people. Indeed, the low cost tourism allows more routes, more spaces and more places. Consequently, the huge demand transforms the supply of some destinations for a range of proposals, foreseeing more economical tourist consumption.

Tourism is increasingly the enhancer element of the development of cities and their historic centers. It is commonly accepted by all, that the heritage resources of cities and their historic centers are assumed as marketing tools and promotion for tourism.

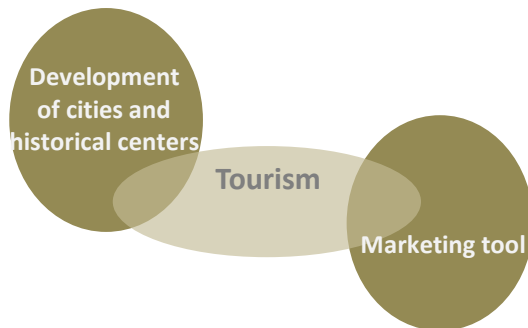


Fig.2 – How tourism can promote Historic centers

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More than mention the impact of tourism in cities, exposing the positive and negative factors, we intend to emphasize the need to preserve the spirit of the place. However when such use is exaggerated, tourism as a driving factor, we are degrading the core values of these places. Leaving the economic factors to override all others. It is translated into serious identity loss, functional diversity and centrality of the historic centers. Therefore, the fact that turns them into outdoor museums through the conversion of public facilities and exclusive spaces for predominantly tourists (Peixoto, 2003), leaving very little space for the resident population

According to UNESCO (2008) the loss of the outstanding universal value of World Heritage cities can be "an impoverishment of the heritage of all peoples of the world" and requires us to sustainable management of these cities, as most important factor. So it is important to understand the type of development that should be associated with tourism so that these historical cities are considered forever heritage.

Organizations such as UNESCO (2008) and the ICOMOS (2008a, 2008b) has warned about this excessive movement of tourists, however we think that the general population has not reflected on the core of this global problem.

Conclusion: It is considered that tourism is able to promote development processes in which the main objective is not excessive modernization of the space, but the development of solutions with cultural content and identity in order to address local urban problems in a cultural urban space and social true.

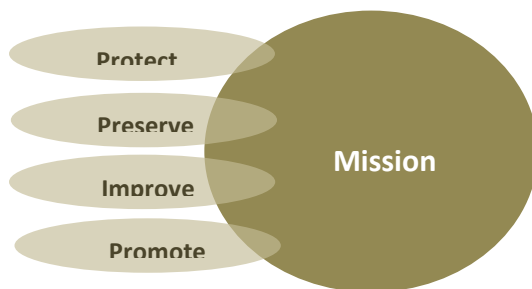


Fig.3 - The tourism development mission

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The preservation of the spirit of the place should be the main focus of attention of all actors. It is essential to the responsibility of tour operators and all national and international organizations, the implementation of protective measures, so that the preservation of the identity of communities resulting in a valued tourism brand image.

The mission that all need to do is protect, preserve, improve and promote the Historic Centers, as physical expression of the universal nature of human creativity, as heart and soul of the city, as fountain of life and inspiration of current and future generations.

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